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(71) Applicant (for AE, AG, AU, BB, BW, BZ, CA, CY, EG, GB, GD, GH, GM, IE, IL, KE, LC, LK, LS, MN, MW, NA, NZ, OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, VC, ZA, ZM, ZW only): UNILEVER PLC [GB/GB]; Unilever House, Blackfriars, London, Greater London EC4P 4BQ (GB).

(71) Applicant (for AL, AM, AT, AZ, BA, BE, BF, BG, BJ, BR, BY, CF, CG, CH, CI, CM, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, FR, GA, GE, GN, GQ, GR, GW, HR, HU, ID, IS, IT, JP, KG, KP, KR, KZ, LR, LT, LU, LV, MA, MC, MD, MG, MK, ML, MR, MX, MZ, NE, NI, NL, NO, PH, PL, PT, RO, RU, SE, SI, SK, SN, SY, TD, TG, TJ, TM, TN, TR, UA, UZ, VN, YU only): UNILEVER NV [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).

(71) Applicant (for IN only): HINDUSTAN LEVER LIMITED [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, Mumbai 400 020 (IN).

(72) Inventors; and

(75) Inventors/Applicants (for US only): BATCHELOR,

Stephen, Norman [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB). DIXON, Sarah [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB).

(74) Agents: ELLIOTT, Peter, William et al.; Unilever Intellectual Property Group, Colworth House, Sharnbrook, Bedford, MK44 1LQ (GB).

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(54) Title: LAUNDRY TREATMENT COMPOSITIONS

(57) Abstract: A laundry treatment composition which comprises a surfactant and from 0.0001 to 0.02 wt% of a photostable acid dye which has a substantivity to non-mercerised cotton in a standard test of at least 8% but has a substantivity to nylon of less than 5%, wherein the standard test involves a solution of dye being prepared such that the solution has (i) an optical density of 1 (5 cm pathlength) at the maximum absorption of the dye in the visible wavelengths, (ii) a sodium lauryl alkyl benzene sulphonate surfactant concentration of 0.3 g/l, (iii) inorganic non-surfactant salt concentration of 1.1 g/l, (iv) under wash conditions of a liquor to cloth ratio of 45:1, temperature of 20°C, soak times of 45 minutes, and an agitation time of 10 minutes.



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